

IN THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application. Insertions are shown by underlining and deletions are shown by either a strike-through or double brackets. Claims 1-94 have been cancelled and claims 95-133 are new. Please amend the claims as follows:

1-94. (Cancelled)

95. (New) A method providing a self-serve interface over the Internet for advertisers to establish ad campaigns comprising:

receiving a request from an advertiser for creating an ad campaign comprising one or more advertisements;

establishing an online account for the advertiser, the online account comprising log in information;

providing the self-serve interface to the advertiser for establishing an ad campaign, wherein access to the self-serve interface by the advertiser is based on the log in information, further wherein establishing the ad campaign by the advertiser comprises:

receiving a selection of the one or more advertisements for the campaign from the advertiser;

receiving a selection of dates for displaying the selected advertisements from the advertiser;

receiving a budget from the advertiser that establishes a maximum amount to spend for the display of the selected advertisements;

providing a management screen from the self-serve interface for viewing and editing, by the advertiser, the selection of the advertisements, the selection of the dates, and the budget.

96. (New) The method of claim 95 wherein the selection of one or more advertisements comprises providing an interface for the advertiser to create the advertisements.

97. (New) The method of claim 96 wherein the creation of one or more advertisements comprises:

- providing a plurality of template advertisements;
- obtaining a selection of one of the template advertisements;
- obtaining information to be inserted into the selected template advertisement; and
- creating the selected advertisement based on the information to be inserted into the template advertisement.

98. (New) The method of claim 97 wherein the information obtained for the selected template advertisement comprises a description and a URL.

99. (New) The method of claim 97 wherein the information obtained for the selected template advertisement comprises an image from the advertiser.

100. (New) The method of claim 95 further comprising providing a display of a status of the ad campaign to the advertiser.

101. (New) The method of claim 100 wherein the status of the ad campaign comprises an active status, a suspended status, or a pending status.

102. (New) The method of claim 101 further comprising reviewing content of the advertisements from the established ad campaign.

103. (New) The method of claim 102 wherein the reviewing determines if the advertisements are approved or not approved, and,

when the advertisements are deemed not approved, the advertisements are rejected and the ad campaign status is suspended, and

when the advertisements are deemed approved, the advertisements are accepted and the ad campaign status is active.

104. (New) The method of claim 100 wherein the advertiser can modify the status of the ad campaign through the self-serve interface.

105. (New) The method of claim 95 wherein the advertiser can establish multiple ad campaigns.

106. (New) The method of claim 105 further comprising providing a campaign summary report for viewing details for each of the multiple ad campaigns.

107. (New) The method of claim 95 wherein receiving the budget from the advertiser comprises receiving an amount of funds used for paying for the display of the ad campaign.

108. (New) The method of claim 107 wherein receiving the budget from the advertiser comprises receiving a request for an automatic payment plan that automatically replenishes the amount of funds when the amount drops below a predetermined threshold.

110. (New) The method of claim 95 wherein establishing the ad campaign by the advertiser further comprises receiving a name for the ad campaign from the advertiser.

111. (New) The method of claim 110 wherein the management screen for the advertiser comprises viewing and editing the name of the ad campaign by the advertiser.

112. (New) The method of claim 95 wherein establishing the ad campaign by the advertiser further comprises receiving a request from the advertiser for an alert regarding pricing availability.

113. (New) The method of claim 107 wherein establishing the ad campaign by the advertiser further comprises receiving a request from the advertiser for an alert when the amount of funds drops below a predetermined threshold.

114. (New) The method of claim 107 wherein the alert comprises an email sent to the advertiser.

115. (New) In a computer readable storage medium having stored therein data representing instructions executable by a programmed processor for providing a web-based self-serve interface to an advertiser for managing an ad campaign, the storage medium comprising instructions for:

- receiving log in information from the advertiser for establishing and managing the ad campaign, wherein the ad campaign comprises at least one advertisement;

- providing access to the web-based self-serve interface to the advertiser for managing the ad campaign, wherein management of the ad campaign by the advertiser comprises:

  - receiving, from the advertiser, a selection of the ad campaign;

  - receiving, from the advertiser, a request to create an advertisement that includes text and a hyperlink to a web page associated with the advertiser;

  - receiving, from the advertiser, a selection of one or more available advertisements to be included in the ad campaign, wherein the available advertisements comprise existing advertisements and the created advertisement;

  - receiving, from the advertiser, a selection of a time frame for displaying the selected advertisements;

  - receiving, from the advertiser, a selection of a cost for displaying the selected

advertisements; and

receiving, from the advertiser, a budget amount to spend during the ad campaign, wherein each impression or conversion of the displayed advertisements reduces the budget amount by the selected cost; and

providing a management screen in the web-based self-serve interface for the advertiser to view and edit the creation and selection of the advertisements, the selection of the time frame, the selection of the cost for displaying, and the budget amount.

116. (New) The computer readable medium of claim 115 wherein the creation of one or more advertisements comprises:

providing a plurality of template advertisements;  
obtaining a selection of one of the template advertisements;  
obtaining information to be inserted into the selected template advertisement; and  
creating the selected advertisement based on the information to be inserted into the template advertisement.

117. (New) The computer readable medium of claim 116 wherein the information obtained for the selected template advertisement comprises a description and a URL.

118. (New) The computer readable medium of claim 116 wherein the information obtained for the selected template advertisement comprises an image from the advertiser.

119. (New) The computer readable medium of claim 115 further comprising providing a display of a status of the ad campaign to the advertiser.

120. (New) The computer readable medium of claim 119 wherein the status of the ad campaign comprises an active status, a suspended status, or a pending status.

121. (New) The computer readable medium of claim 120 further comprising reviewing content of the advertisements from the established ad campaign.

122. (New) The computer readable medium of claim 121 wherein the reviewing determines if the advertisements are approved or not approved, and,  
when the advertisements are deemed not approved, the advertisements are rejected and the ad campaign status is suspended, and  
when the advertisements are deemed approved, the advertisements are accepted and the ad campaign status is active.

123. (New) The computer readable medium of claim 119 wherein the advertiser can modify the status of the ad campaign through the self-serve interface.

124. (New) The computer readable medium of claim 115 wherein the advertiser can establish multiple ad campaigns.

125. (New) The computer readable medium of claim 124 further comprising providing a campaign summary report for viewing details for each of the multiple ad campaigns.

126. (New) The computer readable medium of claim 115 wherein receiving the budget amount from the advertiser comprises receiving a request for an automatic payment plan that automatically replenishes the amount of funds when the amount drops below a predetermined threshold.

127. (New) The computer readable medium of claim 115 wherein establishing the ad campaign by the advertiser further comprises receiving a name for the ad campaign from the advertiser.

128. (New) The computer readable medium of claim 127 wherein the management screen for the advertiser comprises viewing and editing the name of the ad campaign by the advertiser.

129. (New) The computer readable medium of claim 115 wherein establishing the ad campaign by the advertiser further comprises receiving a request from the advertiser for an alert regarding pricing availability.

130. (New) The computer readable medium of claim 129 wherein establishing the ad campaign by the advertiser further comprises receiving a request from the advertiser for an alert when the amount of funds drops below a predetermined threshold.

131. (New) The computer readable medium of claim 129 wherein the alert comprises an email sent to the advertiser.

132. (New) The computer readable medium of claim 115 wherein the cost comprises an effective cost per Mil (eCPM) for the advertisement.

133. (New) The computer readable medium of claim 115 wherein the advertisement comprises at least one of (i) text only, (ii) text and a URL link, (iii) an icon and a URL link, (iv) a banner ad, (v) a graphic, (vi) a video, or combinations thereof.